



madeleine salem

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experience

Womply | Nov 2016 - Present

Junior Designer

- Created internal and external visual collateral for all products and for teams including Marketing, Partnerships, People Ops, Sales, and Recruiting
- Work includes illustrations, icons, emails, print mailers, whitepapers, fliers, charts, conference assets, brand guidelines, audits, and website updates

ASUCD Creative Media | Jan 2015 - June 2016

Graphic Designer

- Collaborated with Marketing and Programming teams to design both print and web graphics for the Associated Students of UC Davis 20+ units
- Balanced multiple projects at once
- Assigned to make fliers, brochures, banners, signs, logos and branding, shirts, Wordpress sites, and other graphic projects

UC Davis Health Student Review | Aug 2015 - June 2016

Design Lead

- Helped design and launch the inaugural issue with three other designers for two UCD medical students
- Developed standards from scratch for publication formatting, layout, and icons

Shields Library, UC Davis | Oct 2012 - Sept 2015

HSS/GIS and Acquisitions Assistant

- Provided library and research help at the Information Desk; checked in, shelved, and prepped periodicals for binding, processed government documents; gave library tours
- Became a Pop-up Peer Information Provider (PIIP), helping students with research outside of normal library hours
- Worked with librarians and other library staff on special projects

Lambda Omicron Xi | Oct 2012 - June 2016

- Member of the only UCD Community Service Sorority
- Volunteered at a variety of local organizations
- Services included gardening, cooking, assisting children and the elderly, catering, concessions, and bartending
- Fulfilled approx. 200+ hours of service

group exhibitions

SOFA Chicago | Nov 6-9, 2014

ThinkDavis

- Selected for CONNECT Competition at Sculptural Objects and Functional Art (SOFA) Chicago
- Required to make a seating and lighting exhibition
- "Fan Favorite" winner

UCD Engineering Showcase | 2013

The Flash Band

- Helped design concept for a slap bracelet bike light as part of a campus product design group
- Presented to and received feedback from industry professionals

education

University of California, Davis | Sept 2012 - June 2016

- Design B.A., Visual Communication emphasis
- Psychology B.A.
- Honors in both degrees
- Phi Beta Kappa member

hard skills

Adobe Illustrator
InDesign
Photoshop
Sketch
Digital Photography
Illustration
Typography
HTML and CSS

soft skills

Efficient
Fast Learner
Detail Oriented
Collaboration
Flexible
Diligent